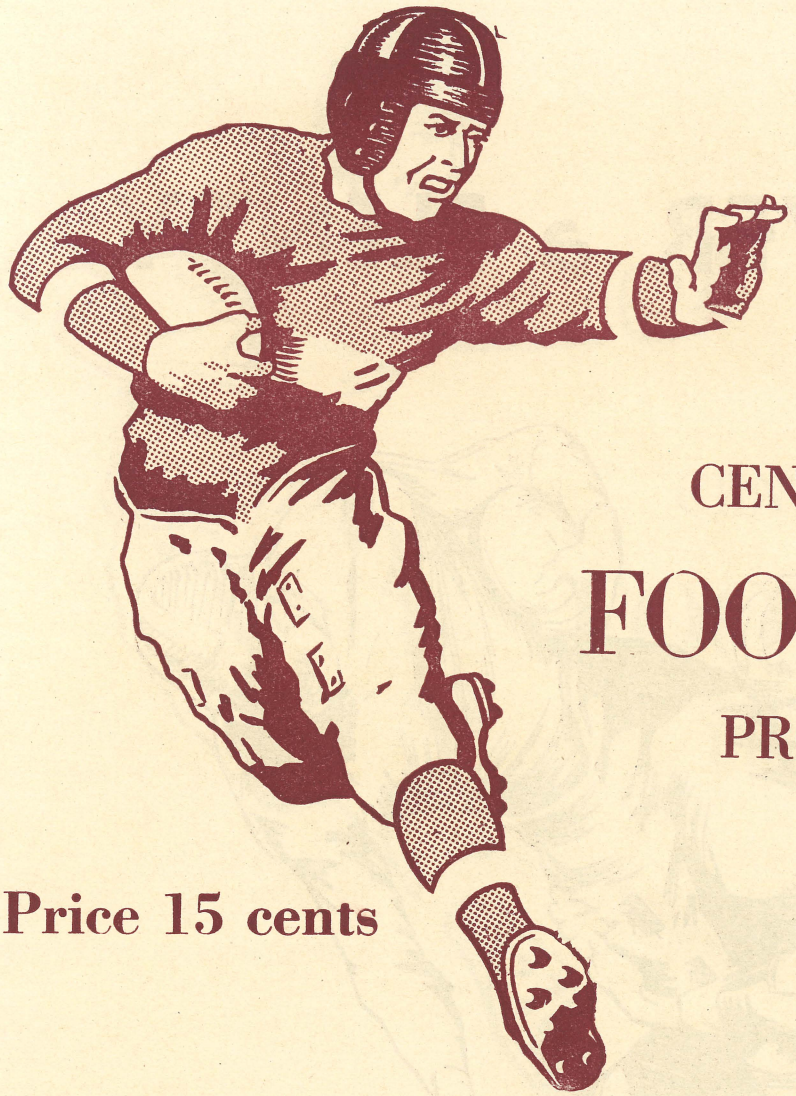

Shreveport—Leader in Sports and Business for the Southwest

CENTENARY FOOTBALL PROGRAM

Price 15 cents

1930 SCHEDULE

Sept. 27—Hendricks Henderson..Shreveport	Nov. 1—Texas A. & M.....College Station
Oct. 4—Texas University .....Austin	Nov. 11—Okla. Teachers .....Shreveport
Oct. 11—University of Iowa.....Iowa City	Nov. 15—Henderson Teachers....Shreveport
Oct. 18—Stetson University .....Shreveport	Nov. 22—L. P. I.....Ruston
Oct. 25—Baylor University..Shreveport Fair	Thanksgiving—U. of Ark.....Shreveport

The Code of Sportsmanship

Keep the Rules.
Keep faith with your comrades.
Keep your temper.
Keep yourself fit.

Keep a stout heart in defeat.
Keep your pride under in victory.
Keep a sound soul, a clean mind and a healthy body.

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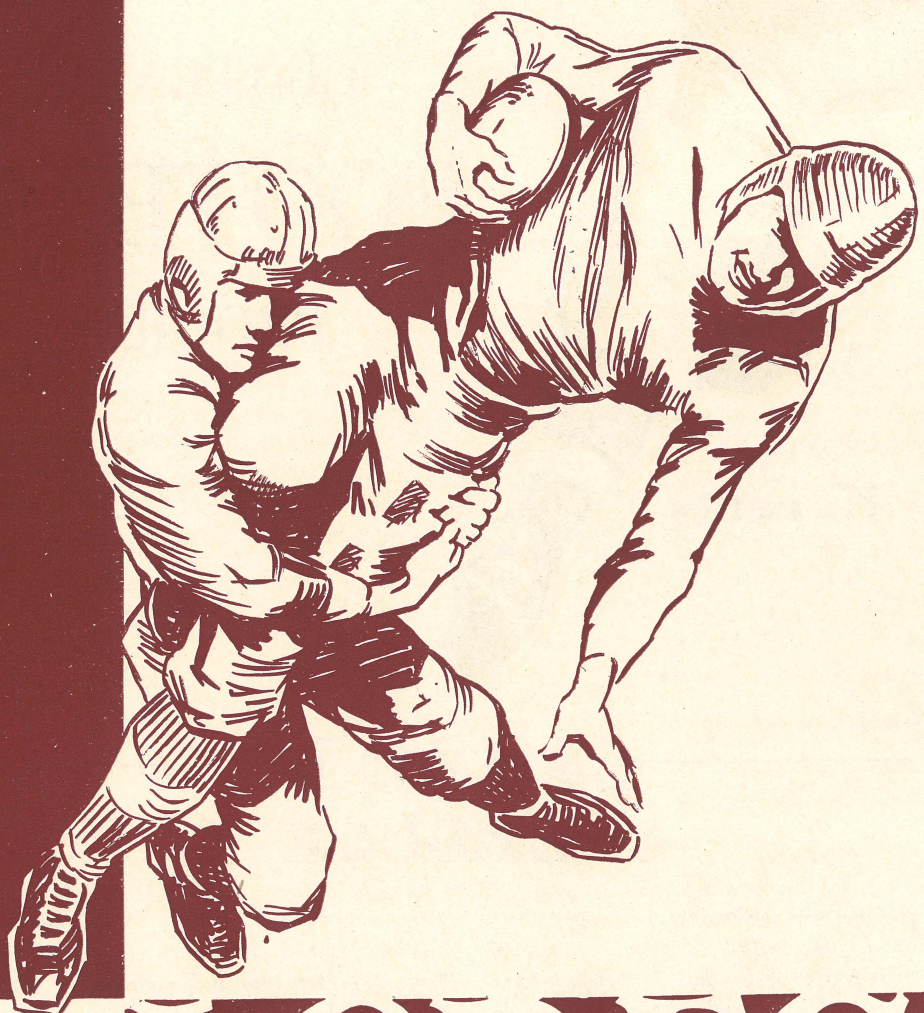

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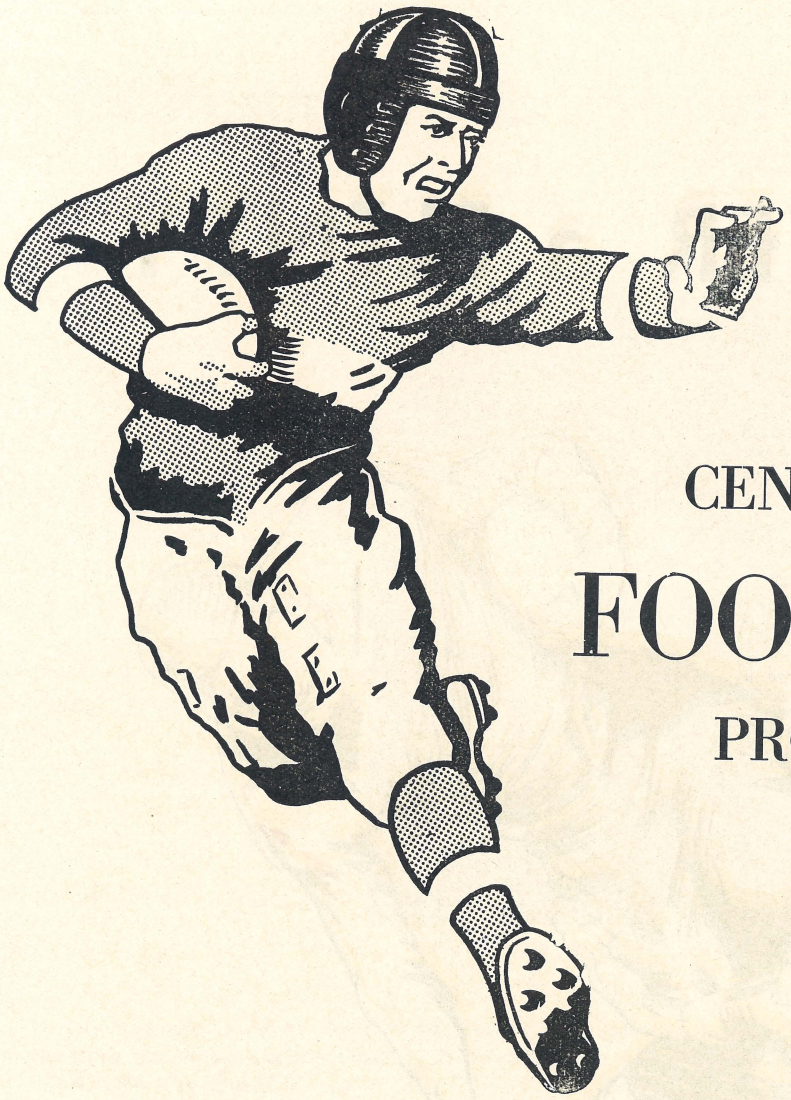

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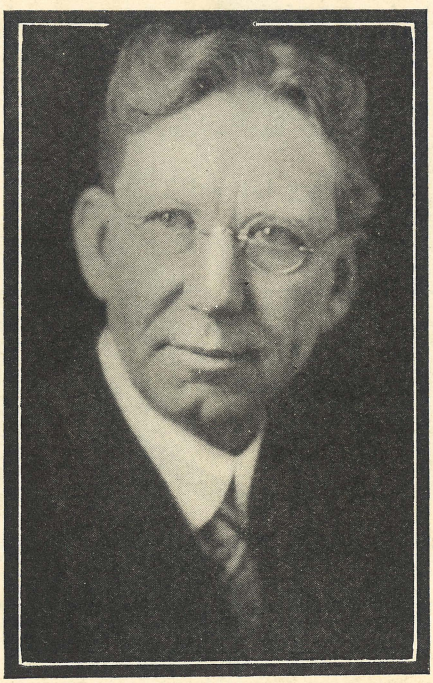
Interesting Facts About Centenary

Founded 1925 at Jackson, Louisiana, under the name of "The College of Louisiana." Later the name was changed to Centenary College of Louisiana.
The 106th Session opened September 22nd, 1930.

The College buildings were occupied by union troops during the Civil War. Much damage was done except to the Union Literary Society Hall. Its name probably protected it.



DR. GEORGE S. SEXTON
President

The number of hound dogs a student might bring to school with him was limited to two in the early days, by action of the Board of Trustees. The regulation still remains.

In the minute book of the faculty, under date of October 7, 1861, the following appears written across an entire page: "Students have all gone to war. College suspended and God help the right!"
Centenary College was moved to Shreveport in 1908.

Total enrollment college students, 1920-21	43
Total enrollment, June 1929 to June 1930	948
Increase	905
Endowment, June 1930	$850,000.00

Annual commercial value of Centenary College to Shreveport with 700 students in attendance, $740,000.00.
Centenary College is a member of the Association of Colleges and Secondary Schools of the Southern States, the Association of American Colleges and the Southern Intercollegiate Athletic Association.
Centenary has graduated, since 1921, 382 students. The class of 1930 had 73 members.
Graduates of the last eight classes are located in the following states:

Wisconsin	Mississippi	Louisiana	Illinois
Virginia	Kansas	New Nexico	Georgia
New York	Pennsylvania	Iowa	Oklahoma
Tennessee	Arkansas	Texas	Old Mexico
Florida	Connecticut		

Centenary graduates are employed in forty different professions and businesses.
Centenary has reached its limit in enrollment. New buildings and additional endowment are needed to adequately care for students now in attendance and those who want to come.

Join Centenary Club for Greater Centenary and Greater Shreveport

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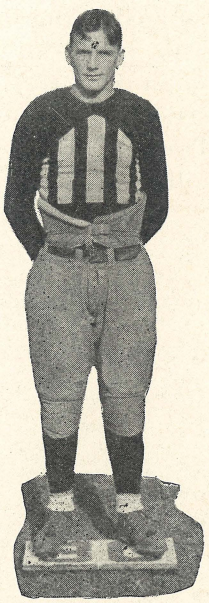

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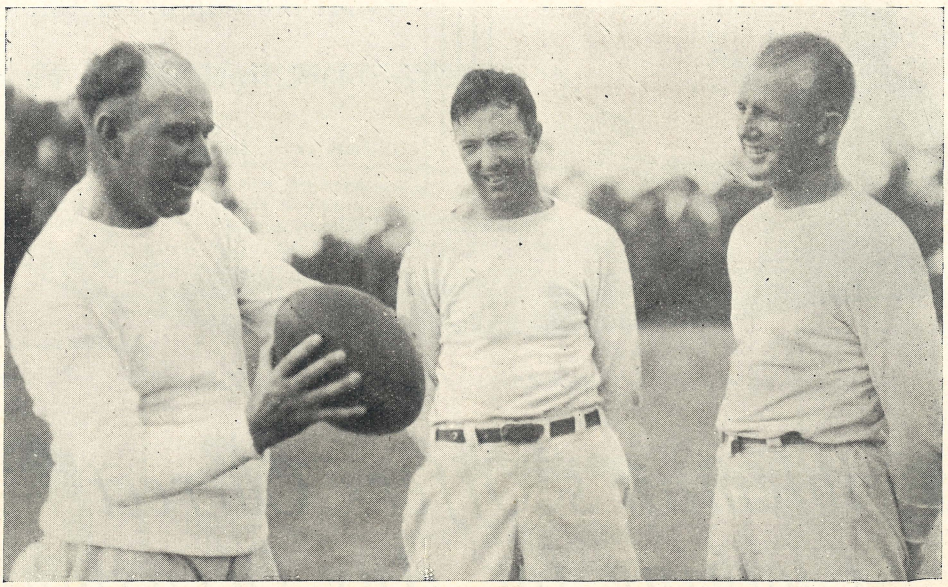
GEORGE M. REYNOLDS, Chairman

E. A. McDonnell **W. G. Phelps** **Jno. A. Hardin**

THE COACHING STAFF



Homer H. Norton, Athletic Director and Head Coach

Coach Norton has been connected with the Athletic Department at Centenary since 1920, and has had a big share in the development of high class athletics at the college. Since becoming Head Coach his teams have made an enviable record. In 1927 they were undefeated, and played games which included four Southwest Conference teams. Norton's record is one of which Centenary and Shreveport should be proud. Centenary's record since Norton has been with the College shows 81 per cent of the games won.

Curtis Parker, Assistant Coach

Parker joined the Centenary coaching staff four years ago, after a successful athletic career at the University of Arkansas, where he graduated. His Freshman teams have always been well trained, and he has furnished for the Varsity well drilled men. Last year he was promoted to the position of Assistant Coach, an honor which he well deserved.

Fred Willis, Freshman Coach

Fred Willis played his last season with Centenary last year, making a remarkable record. He was mentioned on several All-American teams. He is undoubtedly the greatest tackle that ever played on a Centenary team, and is among the best in the Southwest. In selecting him as Freshman Coach, the college has a man who is a real leader, and thoroughly trained in his field. Under his direction the Freshmen should have their most successful year.

Centenary Represents Shreveport!

By your support of athletics and other interests at Centenary you can aid greatly toward making it an institution of which Shreveport may be justly proud.

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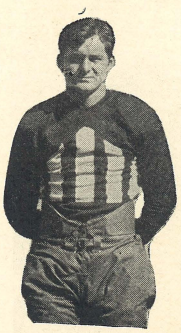

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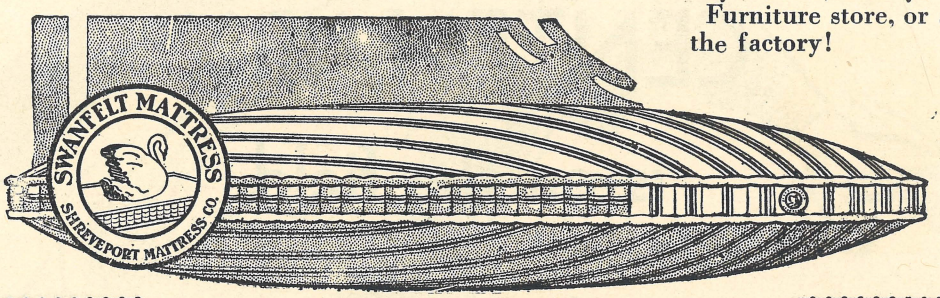

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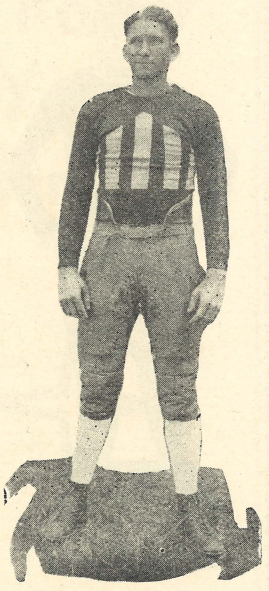

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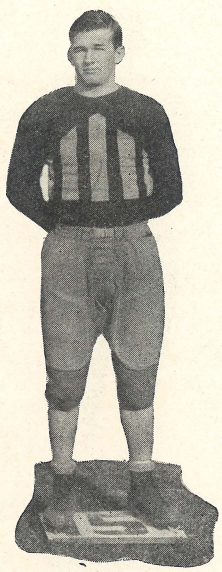

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To You
Gentlemen

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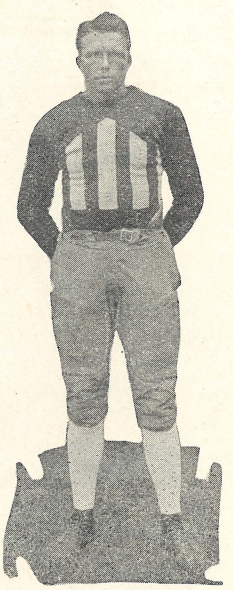

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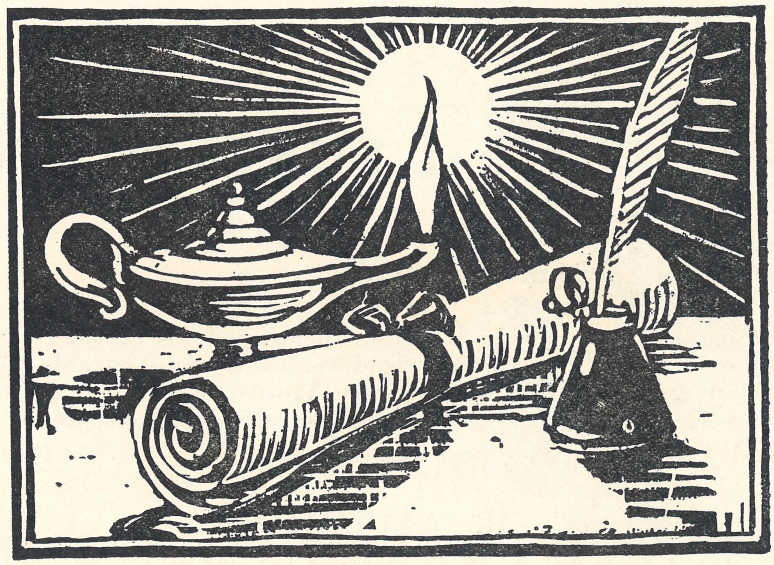

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10	Ohio Oil Co. (The)	1	Swan-Finch Oil Corporation
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Nov. 11—Okla. Teachers.....Shreveport

BAYLOR UNIVERSITY FOOTBALL SQUAD:

Rex Kathkart—20
Jack Runnells—21
Albert Lewter—22
Ernest McElreath—23
Charlie Morris—24
Harold Clem—25
Louis Paradeaux—26
S. L. Witcher—27
Woodie Zachry—28
J. B. Trussell—29
John Edwards—30
Ross Larsen—31
S. A. Norton—32
R. Stainback—33
Walter Baker—34
Marshall Boyd—36
Curtis Elliott—37
Maurice Ewing—38
Howard Shelley—39
Joe Trippett—40
Stone Wells—41
Carlos Davis—42
Marshall Elkins—43
Capt. B. Koch—44
Tom Hensley—45
Bill Barrett—48
Doyle Smith—49
Bob Kiersky—50
Archie Kroney—51
J. M. Millerman—52
G. W. Mills—53
P. T. Taylor—54
Ralph Winton—55
Raymond Alford—58
Fred Harris—59
Maurice Pierce—60
Eldon Megarrity—61
Raymond Reeves—80
Leslie Snell—81
Oren Furl—82
Edgar Peacock—83
Pat Parker—85
J. B. Johnson—86
R. P. Bennett—88
W. McClellan—89
Esco Walter—90
Jake Wilson—91

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BAYLOR PLAYERS:

Left End	Left Tackle	Left Guard	Center
Harris	Witcher	Winton	Paradeaux
59	27	55	26

Quarterback	Halfback
Wilson	Alford
91	48

CENTENARY PLAYERS

Left End	Left Tackle	Left Guard	Center
Taylor	Biedenharn	Hilton	Younger
13	34	16	33

Quarterback	Halfback
Brown	Nolan
20	23

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LINE-UP

Right Guard	Right Tackle	Right End
Koch	Morse	Pierce
44	24	60

Fullback	Halfback
Lewter	Reeves
22	80

Right Guard	Right Tackle	Right End
Crowley	Johnson	Pattison
11	37	31

Fullback	Halfback
Cameron	Murff
32	24

Go to All Colleges

NEXT GAMES

Nov. 15—Henderson Teachers .....Shreveport
Nov. 22—L. P. I.....Ruston
Thanksgiving—U. of Ark. .....Shreveport

CENTENARY COLLEGE FOOTBALL SQUAD

Clyde Lee—22
Pattison—31
Moran—29
Osborne—38
Allums—35
Taylor—13
Welsh—25
Finch—41
Womack—26
Brown—20
Nolan—23
Ruyle—15
Ben Cameron—32
Guice—28
Murff—24
Barber—12
Sherman—30
Crowley—11
Balter—19
Younger—33
Biedenharn—34
Hilton—16
Singleton
Johnson—37
Oliphant—18
Thompson—45
Zechiedrich—36
Hunter—20
Wilson—40
Bill Cameron—17
H. Cameron—39
Edge—42
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Ames—46
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TOTALS

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Goals_____
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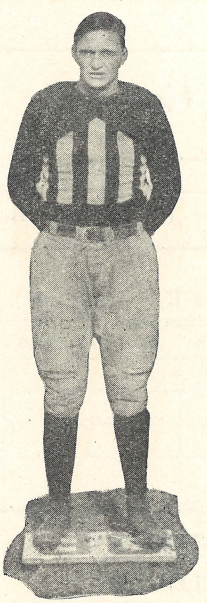

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FIGHT 'EM, GENTS!

Fight fair, but fight to win
You are the best in the land.
Nothing can stop you
We are with you.

SCHUSTER'S Wholesale Produce Co.

INCORPORATED

500-508 Commerce St. Phone 4151

Exclusive Distributors for PABST BLUE RIBBON BREW—"A Beer that Reminds You of Old Times."

Civic Pride Is the Basic Characteristic of a Good Citizen

On to Victory Centenary

The Yellow Jackets are rooting for you and a Greater Shreveport

Come and see the Yellow Jackets in Action

C. E. Byrd High School 1930 Football Schedule

Sept. 25—Texarkana, Tex.....Here
Oct. 4—Little Rock, Ark.....Here
Oct. 11—Longview, Texas.....Here
Oct. 17—Warren Easton, of N. O.....Here
Oct. 24—Natchitoches .....Here
Oct. 31—Haynesville .....Here
Nov. 7—Minden .....Here
Nov. 15—Alexandria .....There
Nov. 22—Winnfield .....Here

Sting 'Em Yellow Jackets

We Are For You
When You've Made Football History for Byrd High Join the Gents
The Greatest Football Team in the South
Get Your Ticket for the Next Game Now

Spurlock Drug Store

Line Avenue, Across street from High School
Prescription Specialist 25 Years' Experience
"We Never Substitute"
Superior Quality Quick Service
Phone 8-2652
"Where your patronage will be appreciated"

Geo. Sproull Co., Inc.

The House That Leads in WALLPAPER AND PAINTS

Hilton, Tackle

All Shreveport is Backing You

Ben Cameron

Film Arbor Studio

Phone 2-6605

Norton Business College

The School of Individual Teaching
All Commercial Subjects Taught in Both Day and Night School

For Information
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4th Floor Levy Bldg. Phone 2-4363

Featuring the Better Grade of Commercial Photography

Portraits, Kodak Finishing,
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Otis Johnson, Prop.

330½ Milam Street Shreveport, La.

Compliments of

Farnell's Barber Shop

129 Kings Highway

Across from campus

Let's Talk the Baylor Game Oct. 25—Biggest Crowd in State Fair's History

"FROM THE FOREST TO THE HOME"

Frost Lumber Industries
Incorporated

Manufacturers of

YELLOW PINE
and
HARDWOOD LUMBER

Perfection Oak Flooring Company, Inc.

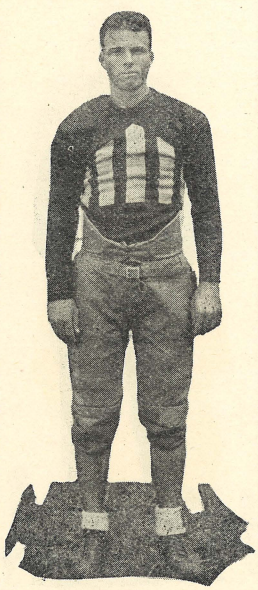
Manufacturers of

"FROST BRAND"
OAK FLOORING

Bill Cameron

RIDE 'EM
GENTS

FIGHT 'EM
GENTS



Edwards

2000 AT
TEXAS

JOIN
CENTENARY
CLUB

Shreveport Long Leaf Lumber Company, Inc.

Wholesale and Retail Dealers of
Lumber, Special Millwork
and Building Material

Long Leaf Home Financing Corporation

Serving

Prospective Home Owners

SHREVEPORT, LOUISIANA

Get Your Ticket for Baylor-Centenary Game Now—Invite Someone Oct. 25

L&A THE BETTER WAY LINES

Route of "The Shreveporter" Fast Train
OVERNIGHT SERVICE TO
ST. LOUIS
VIA L. & A.—MO. PAC.
Leave Shreveport .....5:40 p. m.
Arrive St. Louis .....8:20 a. m.

THROUGH SLEEPER
DINING CAR

Daylight Service to Little Rock, Hot Springs, Alexandria, Baton Rouge and New Orleans.

LOUISIANA & ARKANSAS RAILWAY LINES

SEE
GENERAL
MOTORS
RADIO

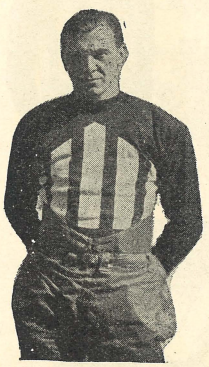
GM
GENERAL MOTORS
RADIO

Day and Night Service

GUY H. PANKEY,
Inc.

201 Milam

Phone 2-1211

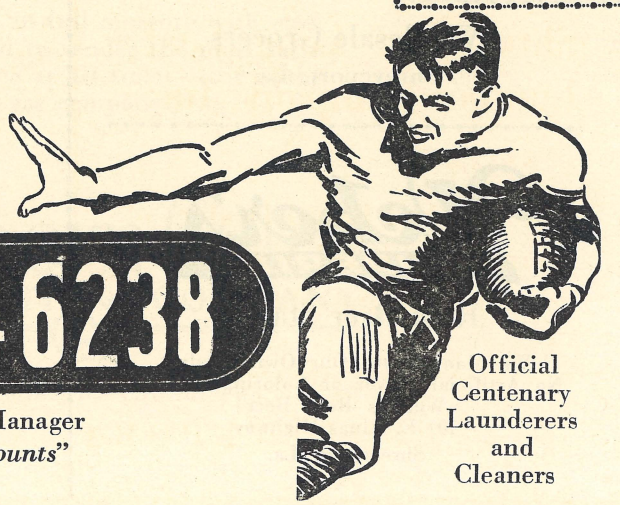


Welsh, Full Back

We're For You
GENTLEMEN

Allums

Let's Make This a Glorious
Season



Official
Centenary
Launderers
and
Cleaners

Excelsior-6238

E. A. CHAPMAN, Manager
"Where Quality Counts"

Big Crowds Bring Big Teams—You Can Help Us Bring Them

FOLLOW THE GENTS WITH

K. T. B. S.

Owned and Operated by Tri-State Broadcasting System

Now Bringing You a Season of Greater Broadcasting

Including Shreveport's Most Popular Features

Black and Blue	The Conversationalist	The Sportcaster
Olivia of Storyland	The Magic Carpet	College Daze
1000 WATTS	1450 KILOCYCLES	100% MODULATION

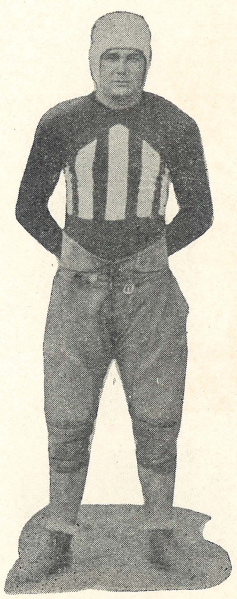
Offices and Studios,

Dixie Gardens, Shreveport

JOHN PAUL GOODWIN, Director

ROBERT GOODRICH, Manager of Advertising

D. R. SIMMONS, Chief Engineer



Moran, End

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Compliments of

Ardis & Company

Wholesale Grocers

Shreveport, La.

Weber's SUPERIOR

Root Beer Station

We Manufacture Our Own Product
No Artificial Flavor or Coloring Used in
Weber's Root Beer
101 E. Kings Highway
Shreveport, La.

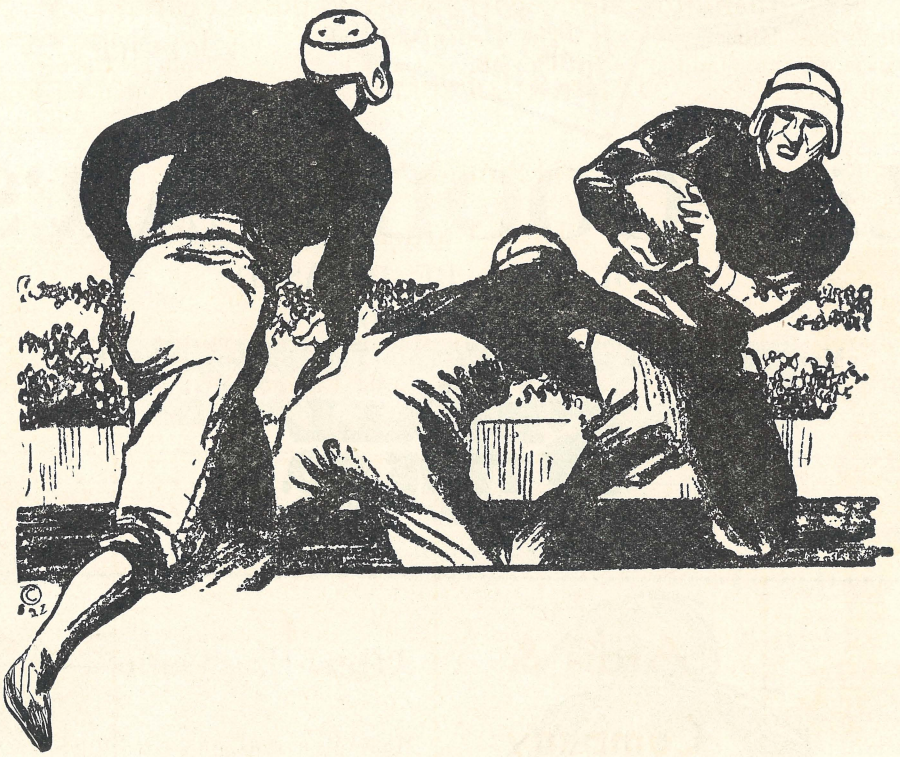
CRAWFORD COMPANY, Inc.

213 Crockett Street

Phone 7117

Watch the Gents Throw the Razorbacks Thanksgiving

Steadily Marching to reach our goal



To cooperate in full measure with each consumer and to render the most satisfactory service at all times—this is the goal of your gas company.

Southern Cities
DISTRIBUTING COMPANY

A Cities Service Subsidiary

Make Your Reservation Now
Greatest Game of the Year, Centenary-Arkansas U Thanksgiving Day

Tire
Repairing
or
Segall
Service

Like GOODYEAR'S

YOU WILL BE PLEASED
Phone 7169

More People Ride on Goodyear Tires Than on Any Other Kind

SEGALL TIRE CO.
WHOLESALE - RETAIL

619 Marshall Street

After the Game—

Make it a real party! Stop at your favorite drug store on your way home and get a quart of Dickson's Sweet Cream Ice Cream! It's the dessert that is ready to serve at a moment's notice without losing a particle of its goodness. Remember, Dickson's Sweet Cream Ice Cream is made from pure SWEET CREAM, and is a nourishing, healthful and wholesome food.

Deliciously Different

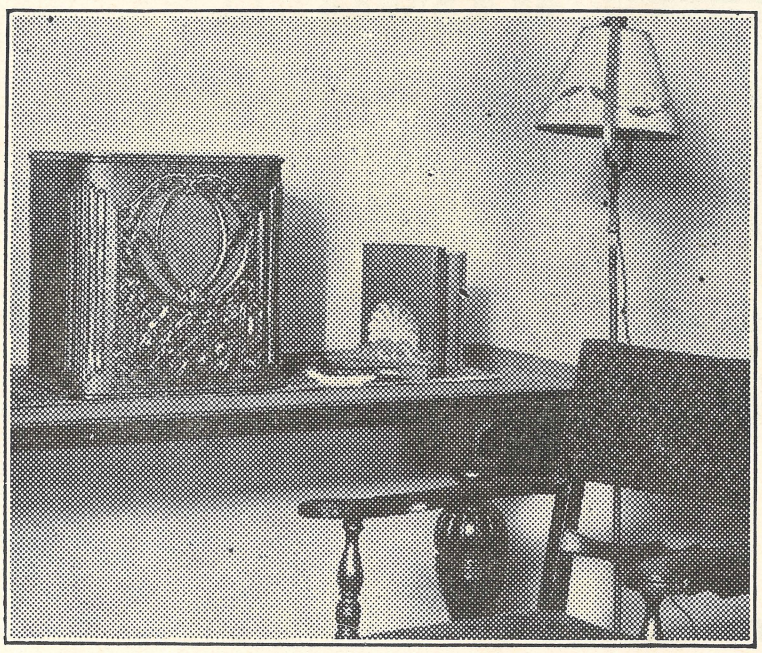
Your Neighbor Drug Store
Will Deliver

Centenary—Shreveport's Greatest Asset—Let's Make It Greater

Success to the «Gents»!

Ward's will root for the "Gents" to win not only this game but all other games—football and the game of Life. Don't forget when the battle is the hottest, that we, as a part of Shreveport, are behind you to the last!

MONTGOMERY WARD & CO.



The New Crosley Buddy

Screen Grid Midget Radio Set

$64.50

COMPLETE WITH TUBES

A small compact portable radio that is a real radio set

Wherever the Gents' Are You Can Also be With a Crosley Radio

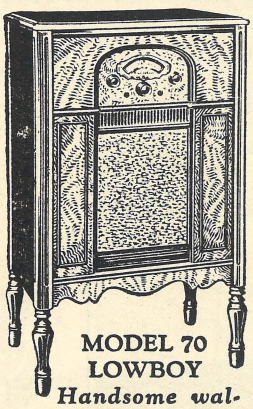
Shreveport Blow Pipe & Sheet Iron Works, Ltd.
DISTRIBUTORS
SHREVEPORT, LOUISIANA

Everybody's Going to Ride the Special to College Station Nov. 1

FOOTBALL

Get every play with the QUICK-VISION DIAL *of the new*

ATWATER KENT RADIO *with the* Golden Voice



MODEL 70
LOWBOY
Handsome walnut cabinet. $119, less tubes.

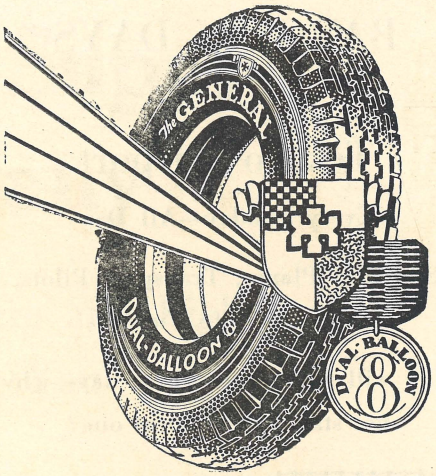
Interstate Electric Company

SHREVEPORT DISTRIBUTORS

Big Football Means Big Money to Shreveport Merchants

Those Extra Miles in

GENERAL
Dual Balloon 8



Give You Positive Tire
Comfort and Economy
For Many Seasons

The General Tire Company, Inc.

Crockett and Louisiana

3261—PHONE PHONE—3261

Oliver H. Van Horn Co., Inc.

311 Market Street Shreveport, La.

Machine Tools
Automotive Equipment
Shop Supplies—Hand Tools

Big Crowds Bring Big Games—You Can Help

BARGAIN DAYS

at

Texaco Airport

Every Sunday—All Day

Splendid Planes, Transport Pilots, Large Safe Field

You will ride planes some day—why not start with a short one?

Seats

$2.00

WINGS, INC.

Lee, End

Our New Model

REFRIGERATORS

Well Iced All Year Provide Safe Food Protection

ANY TIME—ANYWHERE

Shreveport Ice Delivery Company

Phones 7673—3598

Singleton

E. B. FITZGERALD

The New Fordson Tractor

As Different From the Old Model as Model "A" Ford Car Is From the Model "T"

117 Crockett Street Phone 5965

MRS. MAURER'S

BUTTER NUT BREAD

What Have You Done to Help Get Big Crowds?—It Is Your College

Builder's Supply Company

Gents Stay in There and Fight!
We're For You

Oliphant

3rd and L. & A. Tracks

Younger, Center

THE COLLEGIATE

In Front of Centenary

Quality Sandwiches

John Rodakis, Manager

CENTENARY LUNCH

Across from the Dormitory

LUNCHES, SANDWICHES,
DRINKS, CANDY

131 E. Kings Highway

Highest Quality Wins

Therefore, Southern Girl food items are winners daily in North Louisiana homes.

Ask for Southern Girl Flour, Coffee, Corn, Beans, Peas, Tomatoes, Rice, Macaroni, Spaghetti, Okra, and Okra and Tomatoes. Each item guaranteed by

The Hicks Company, Ltd.

Shreveport, Mansfield, Minden,
Natchitoches, Winnfield

Get Your Tickets for the Next Game Now. Selber Bros. or Spurlock Drug Store

AFTER THE GAME—

Washington-Youree Coffee Shop
OPEN ALL NIGHT

—enjoy the economical luxury of dining where faultless Southern cookery turns delectable viands into food to tempt the most jaded appetite. Satisfy the most ravenous hunger, and please even the ultra-fastidious with service unobtrusively perfect—yet where moderate prices prevail.

AND BEFORE THE NEXT GAME—

Make This Your Shreveport Home

—take advantage of our Special Day Rates . . . . . make arrangements to rest, refresh yourself, and meet your friends at

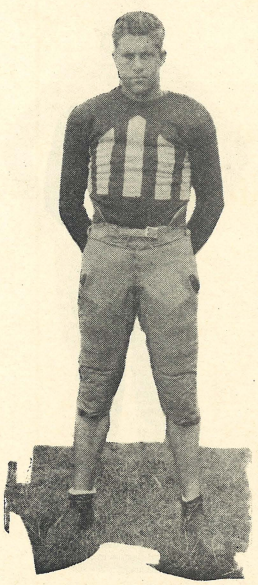
Collegiate Headquarters

THE

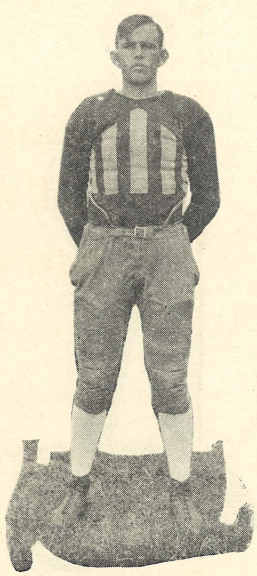
WASHINGTON-YOUREE

North Louisiana's Largest and Finest Hotel

SHREVEPORT



Taylor



Sherman

GENTLEMEN

Your Neighbor Is For You

Leon Johnson

THE BARREL

No. 1—726 Milam.....Phone 4616
No. 2—317 Texas.....Phone 3877
No. 3—2710 Centenary Blvd. ....Phone 8-5021

Suits Pressed, 35c

D. A. RIAIS, Owner
The Man Who Has Pressed Half a Million Suits

Sanitary Barber Shop

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Appreciates Your Patronage

A. G. and Bert Birdwell, Props.

GENTS, WE SINCERELY WISH YOU SUCCESS THIS SEASON

New England Cafeteria

Located at 311 Texas St.

Tickets for Next Game Now on Sale Selber Bros. and Spurlock Drug Co.

Read About the Games

IN

The Shreveport Times

Complete returns on ALL the big games as well as details and all the sport gossip of Shreveport's pride—

CENTENARY'S

GENTLEMEN

See every game if you possibly can

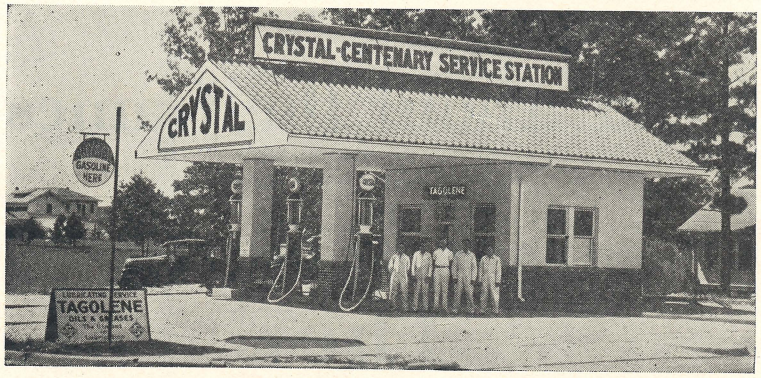
B U T

Get the Fine Points by Reading

The Shreveport Times

First Always

Shreveporters, Let's Make Centenary's Thanksgiving Attendance The Biggest in Our History



SCENE FROM CENTENARY CAMPUS

CENTENARY GENTLEMEN
CRYSTAL GASOLINE

HAVE LOTS IN COMMON

SPEED!
POWER!
QUICK GET-AWAY

Crystal Oil Refining Corp'n.

"A Shreveport Institution"

Shreveport Offers More Vigorous Sports Than Any Other Southern City. Write Us for the List
Shreveport Chamber of Commerce

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Complete returns on ALL the big games as well as details and all the sport gossip of Shreveport's pride—

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